



To: Amy Chan, City Manager

C/C: Mayor, City Council

RE: Request for funds to conduct feasibility study of BID/PBID for Sunnyvale Downtown Association, and Revisit our cleaning services of Historic Downtown

Date: September 9, 2005

**BID/PBID for Sunnyvale Downtown Association**

We request permission to approach City Council for the funds to hire a specialist to conduct a PBID/BID Feasibility study. In addition, we request funding for the Executive Director of the Sunnyvale Downtown Association to assist the consultant. This will reduce the overall cost needed for consultant substantially. Total cost is estimated at \$6,400.00, below is a break down of the costs.

**Cost**

Professional Downtown Revitalization Specialist will cost \$3,000 plus \$200 for travel and lodging. \$1,500.00 of the specialist's fee would be applied as a credit to a full and formal District Establishment Program cost if we proceed.

The approximant amount that would be needed to pay the Executive Director for assisting the specialist would be \$1,500. These costs would include meeting, preparation time for meeting, meeting with local businesses, preparing mailings and other time required to perform the feasibility study and render the results of such a study.

In addition to these funds, we request another \$1,000, which would cover the cost of two mailings to the people involved in the process. And, another \$700 to cover any additional costs which are unknown to us at this time. We would agree to return any unused portion of this \$1,700, to the city.

**Revisit Our Cleaning Services of Historic Downtown**

Finally, we would like to revisit our cleaning service for Historic Downtown, and see how we can facilitate a better schedule for services.

The Downtown Association is painfully aware of the financial strain that the city of Sunnyvale is under. However, the current cleaning services of Historic Downtown is wholly inadequate. This is especially true after an event, such as the Saturday morning Farmer's Market. The aftermath of such an event in conjunction with the reduced maintenance provided by the city has created a public health hazard. There is debris, human waste, and dead rodents.

Given that Historic Downtown is public property under the hospice of the municipality of Sunnyvale, it is the ultimate responsibility of the city to provide services that are not only sufficient, but necessary to alleviate any potential for public harm.

We welcome the opportunity to address these issues to City Council.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Joe Antuzzi', with a stylized flourish at the end.

Joe Antuzzi  
Chairman, Sunnyvale Downtown Association

CC: Mayor and City Council